Inspire New Readers Campaign

Results from 2018
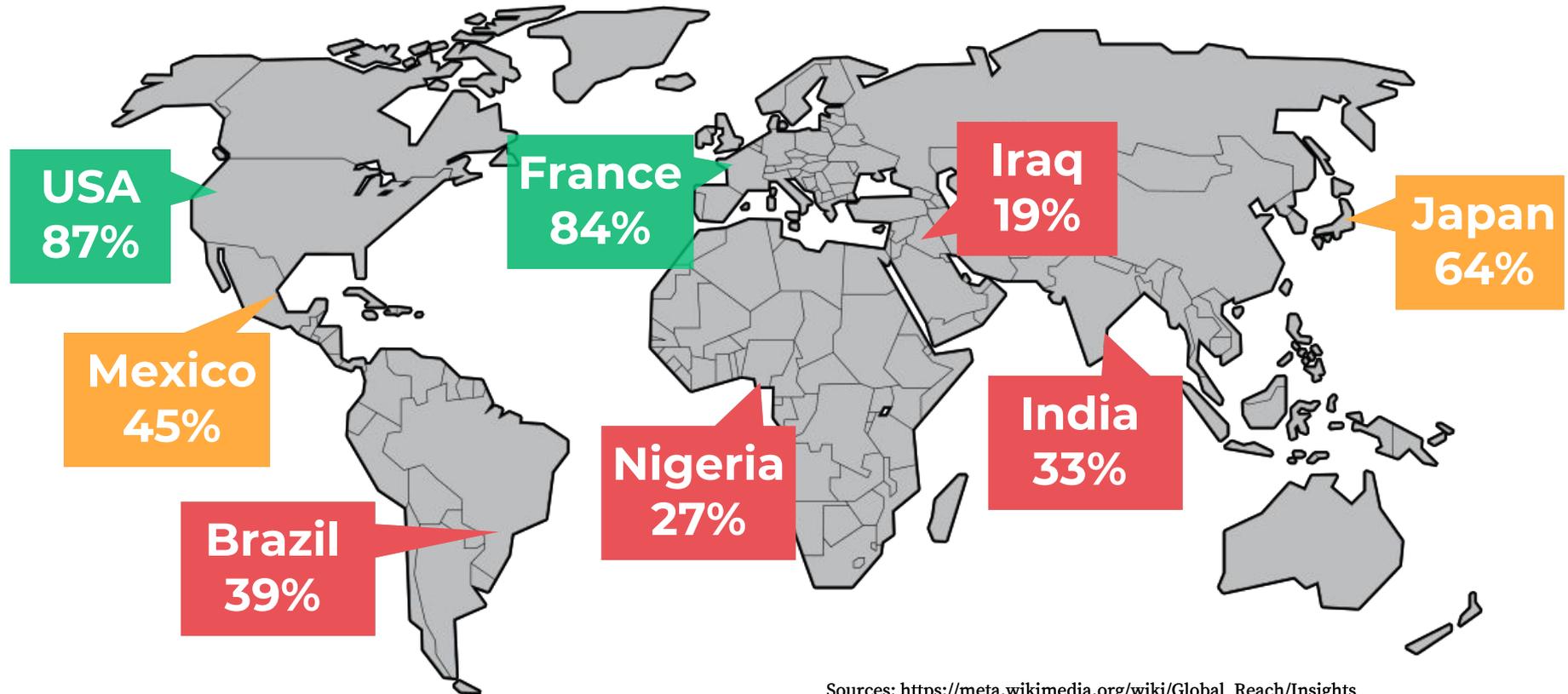
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In January 2018, the <u>Wikimedia Foundation</u> ran an Inspire Campaign to generate & fund ideas for how our community ideas could reach "New Readers."

The problem: Awareness of Wikipedia and other projects is very low among internet users in many countries.

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Wikipedia awareness among internet users before New Readers interventions

USA
87%

France
84%

Iraq
19%

Japan
64%

Mexico
45%

Nigeria
27%

India
33%

Brazil
39%

Project goals

Primary: Support communities to increase awareness of Wikimedia Projects

Secondary: Create learning patterns and guidelines to support future awareness grants

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Project timeline

Inspire campaign:
Build community awareness of the problem & generate possible solutions

JAN 2018

Pilot grants:
Communities run projects to raise awareness

MAR - OCT 2018

Rapid grants:
Templates and learning patterns for rapid grants to support ongoing efforts

LAUNCH JAN 2019

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Inspire campaign

GOAL: more communities know that low awareness is a problem where they live.

538 participants
Target: 300

362 ideas
Target: 150

8 funded grants
11 submitted
Target: 20
[3 Nigeria, 3 India, 1 Nepal, 1 DRC]

8 grants awarded

Total budget: $12,982

- 4 Online promotion
  - 🎥 3 - Video production
  - 📷 1 - Social media promotion

- 4 Offline promotion
  - 📻 1 - Radio show
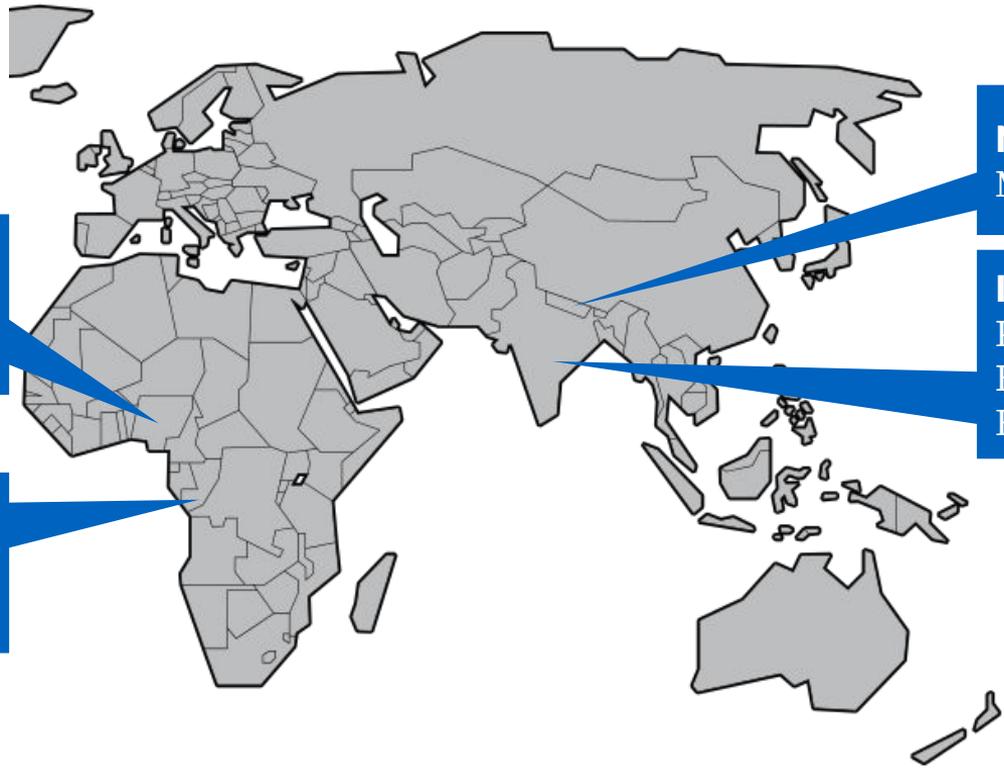 - 📢 1 - Rickshaw announcements
  - ⚒ 2 - Workshops

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Grantee locations & projects

NEPAL
Maithili Wikipedia

NIGERIA
English Wikipedia (2)
Igbo Wikipedia

INDIA
Punjabi Wikipedia
Bengali Wikipedia
Hindi Wikipedia

REPUBLIC OF THE CONGO
French Wikipedia

Case Studies

Punjabi Wikipedia:
A trip to Lahore!

Goal: Increase readership of Punjabi Wikipedia
Funding: $1258 USD ($1092 WMF + $166 CIS)
- $954 video production
- $304 video promotion

A 4-minute animated video about a group of animals who go to Lahore with their teacher, learning facts from Wikipedia along the way. The video was then promoted on Facebook.
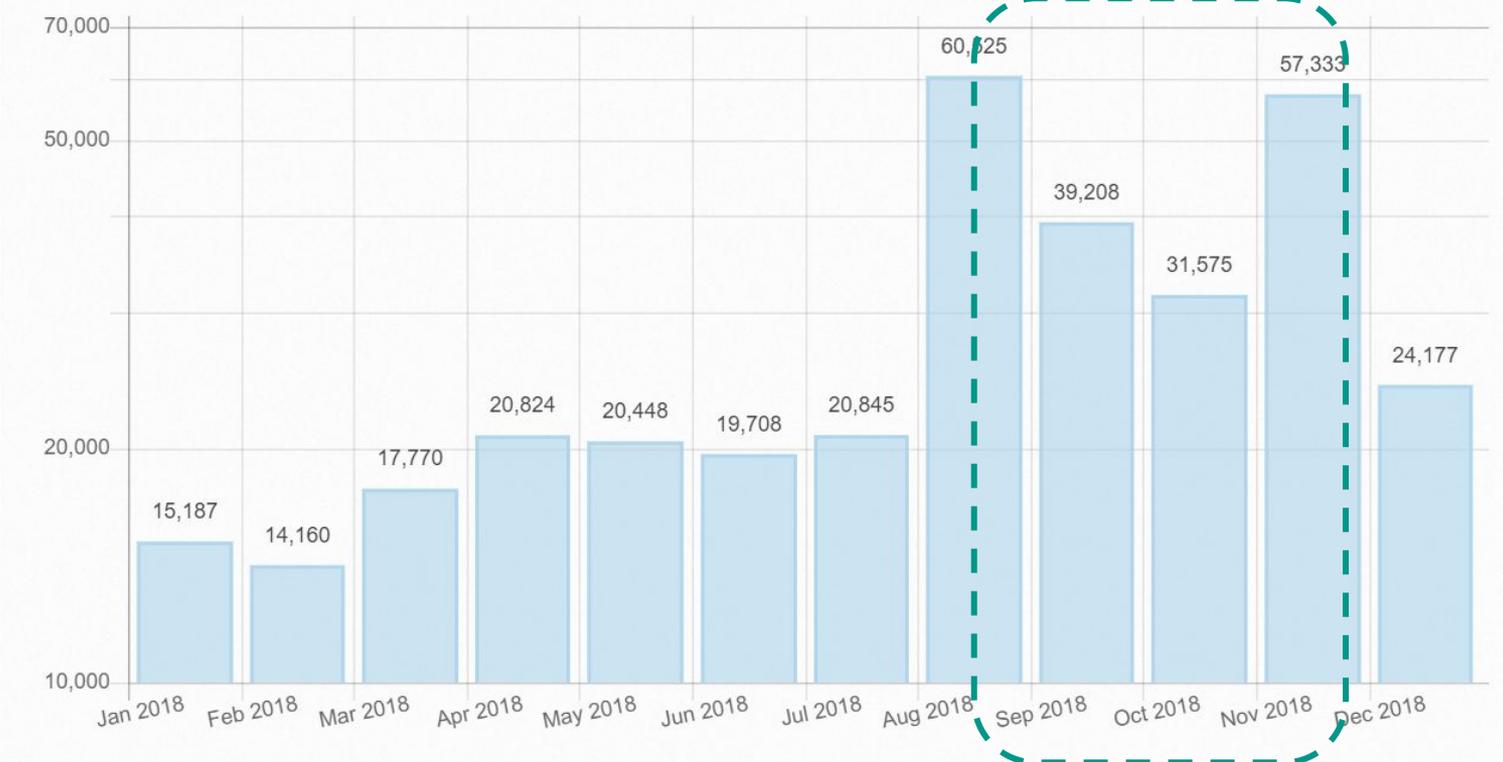
Key campaign results:
- People reached: 481,660
- Video views: 70,412
- Click through: 9,940

See more on meta

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Pageviews of Punjabi Wikipedia's Main Page

Campaign period:
(August 15 - November 22, 2018)

Statistics of Punjabi Wikipedia's Main Page

Dates	Monthly average	Comparison to pre-campaign
April 2018 - July 2018 (before campaign)	20,456	
August 2018 - November 2018 (during campaign)	47,160	130%
December 2018 (after campaign)	24,177	18%

Some increase during and after campaign is expected due to seasonality. For example, during this same time range in 2017, December saw 12% pageview increase compared to April - July.

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Maithili Wikipedia (Nepal)
The Wikipedia Rickshaw

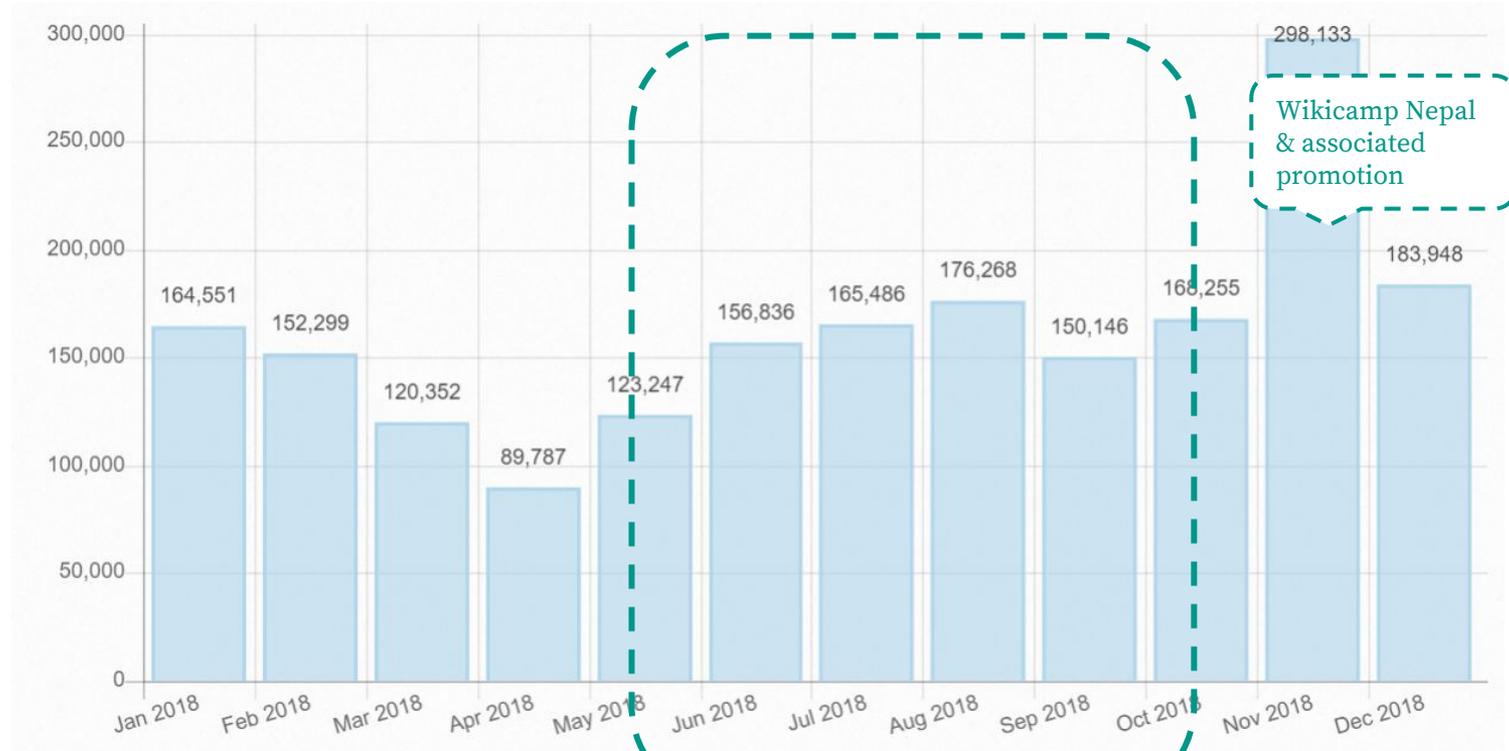**Goal:** Engage new readers in Rajbiraj city, Province 2.

Funding: $1835 USD

Offline awareness campaign consisting of rickshaw announcements about Maithili Wikipedia in the city of Rajbiraj. The campaign also consisted of offline meetups and billboards at various locations throughout the city.

Key result: There was a 25% increase in siteviews after the campaign started. In 2017, there was a 15% increase between the first semester and the second semester, so some of this impact is likely seasonality.

[See more on meta](#)

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Pageviews to Maithili Wikipedia

Chart showing monthly pageviews:
- Jan 2018: 164,551
- Feb 2018: 152,299
- Mar 2018: 120,352
- Apr 2018: 89,787
- May 2018: 123,247
- Jun 2018: 156,836
- Jul 2018: 165,486
- Aug 2018: 176,268
- Sep 2018: 150,146
- Oct 2018: 168,255
- Nov 2018: 298,133
- Dec 2018: 183,948

Wikicamp Nepal & associated promotion

Campaign period:
(10 May - 12 October 2018)

Siteviews analysis for Maithili Wikipedia

Dates	Monthly average	Comparison to pre-campaign
10 January 2018 - 10 May 2018 (before campaign)	130,047	
10 May 2018 - 12 October 2018 (during campaign)	163,398	26%
13 October 2018 - 12 January 2019 (after campaign)	213,420	64%

Some increase during and after campaign is expected due to seasonality. For example, during this same time range in 2017, May - October saw 15% pageview increase compared to January - May.

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Bengali Wikisource
(bn.wikisource.org)

Goal: Produce videos and promote on social media

Funding: $3000 USD
$2000 USD (Inspire Campaign) +
$1000 USD (Community Marketing Experiments)

The first video is about a roadside scuffle among two researchers while having tea and the fight is resolved by 2 presumably illiterate vagabonds who reference Wikisource.

The second one is about a young boy who is getting ready to go meet a friend on the pretext of going to the library but his mother convinces him to not go.
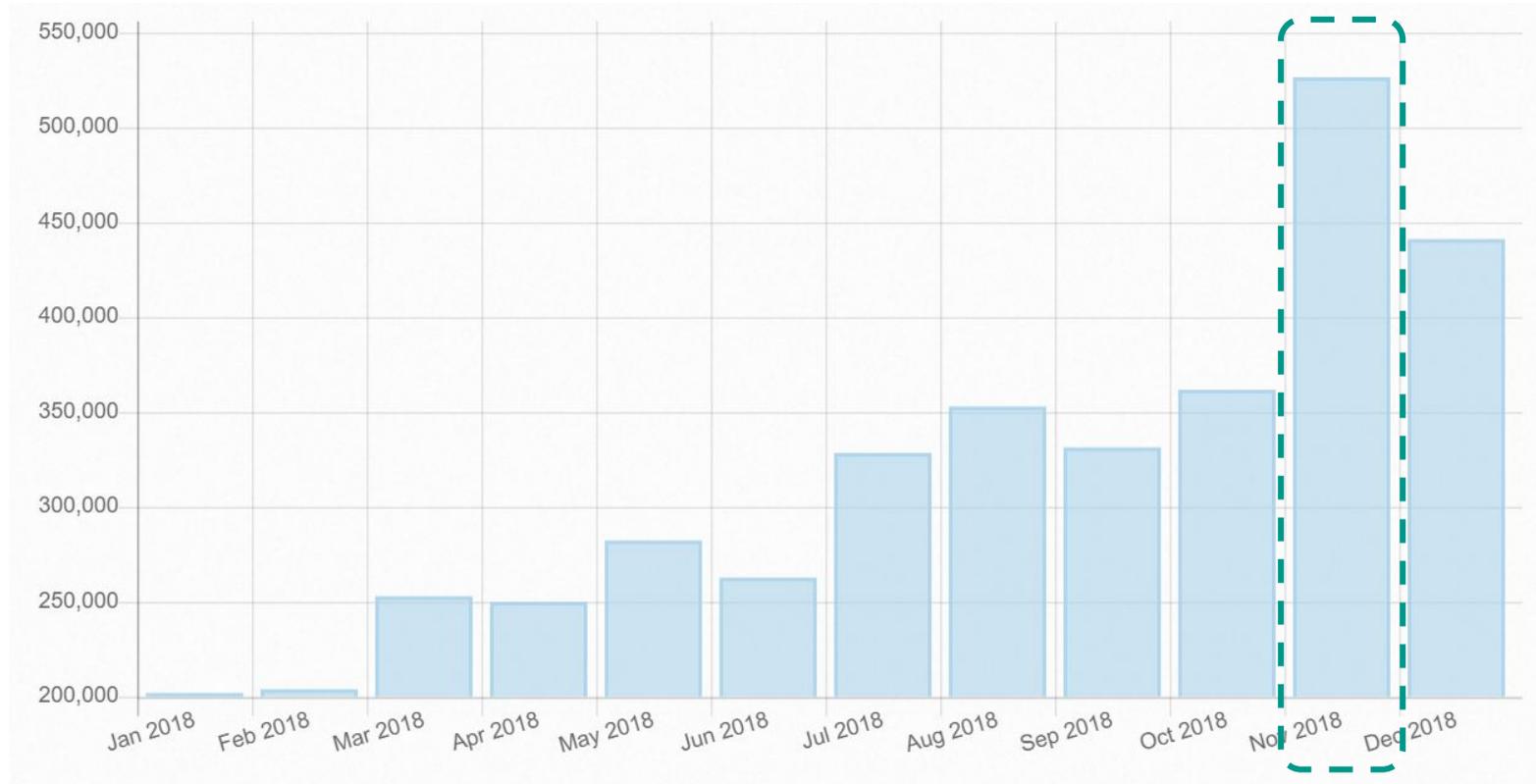
Key result:
- People reached: 2,590,593
- Video views & reactions: 1,936,558
- Clicks: 102,327

See more on meta

Pageviews to Bengali Wikisource

Campaign period:
(November 2018)

Siteviews analysis for Bengali Wikisource

Dates	Monthly average	Comparison to pre-campaign
January - October 2018 (before campaign)	283,179	
August 2018 - November 2018 (during campaign)	526,717	86%
December 2018 (after campaign)	441,697	56%

Some increase during and after campaign is expected due to seasonality. For example, during this same time range in 2017, December saw 13.5% pageview increase compared to January-October.

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Other projects
In brief

English Wikipedia
(en.wikipedia.org)

Goal: Promote Wikipedia among Instagram users in Nigeria

Funding: $1974 USD

People made videos about how Wikipedia helped them in their daily lives and uploaded them on Instagram.

Key result:
- 54 videos
- 200k unique video views
- No direct impact on readership

See more on meta

Hindi Wikipedia
(hi.wikipedia.org)

Goal: Engage students at a government school in North India

Funding: $270 USD

58 new Wikipedia accounts were created and students were taught about using and contributing to Wikipedia. A follow-up event was organized which included a quiz.

Key result:
- 58 students taught about using and contributing to Wikipedia

[See more on meta](#)

English Wikipedia
(en.wikipedia.org)

Goal: Increase in the number of pageviews on English Wikipedia

Funding: $2000 USD

6 radio shows in which different questions were asked and the listeners were supposed to tell the answer by sending a Whatsapp message. 230 listeners responded, far exceeding the target of 50.

Key result: Days that the radio show happened (Mondays) showed a clear uptick in traffic to Wikipedia, but causation is unclear as Mondays generally have more traffic.

[See more on meta](#)

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French Wikipedia
(fr.wikipedia.org)

Goal: Promoting offline Wikipedia using Kiwix in the Democratic Republic of Congo to 50 students

Funding: $1810 USD

2 events were organized to train people to use Wikipedia offline. There were 32 participants.

Key result:
-    32 students learned to use offline Wikipedia

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Igbo Wikipedia
(ig.wikipedia.org)

Goal: Promote Wikipedia using video interviews and engage social media users in Nigeria

Funding: $2000 USD

37 video interviews with people on the streets and the videos were then promoted on facebook, twitter and instagram.

Key result:
-   86,500+ views on various platforms, likely leading to increased awareness
-   No clear on-wiki impact

See more on meta

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Learnings

Learnings

- Traffic can be easily impacted in smaller Wikimedia projects

- Video production costs $2,000 at minimum. Promotion requires additional funding.

- Timelines often need to be adjusted -- for example, finalizing this report had to be adjusted multiple times as some grantees requested project extension

- Community coordinator was instrumental in recruiting and supporting grantees.
  - Grantees more likely to apply if they had existing relationship and projects with Wikimedia Foundation.
  - Many projects required ongoing support to reach completion

- One-off offline events don't show an impact to traffic.

Thank you

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